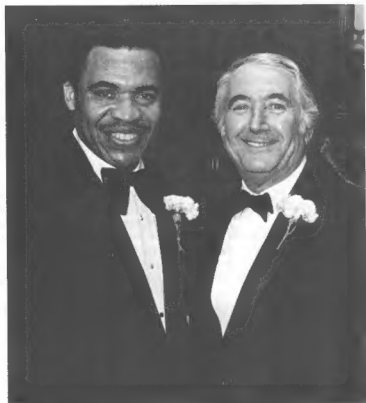


Chairman of the Board
June 1984

RODINO ENDORSES GIBSON



In these difficult times Newark needs the kind of leadership that Kenneth Gibson offers. He is a resolute, experienced executive who we can trust. He should be afforded the opportunity to translate into reality his goal of a better life for all of us.

A-1 on JUNE 15 VOTE A-1 GIBSON FOR MAYOR

Newark is your business - Who can manage it best?

If you had a business, what kind of person would you choose to manage it? Wouldn't you want someone with EXPERIENCE and SOUND JUDGMENT? Someone who has demonstrated HONESTY and RESPONSIBILITY? Someone who knows how to handle facts and figures, with little time for loose talk?

In 12 years Mayor Ken Gibson has shown he's just that kind of person. And that's one big reason why Newark — unlike many cities today — is in GREAT FINANCIAL CONDITION.

After all, Newark is YOUR business. It's run with your money. And if you're going to get the best government for your dollars, you need a good manager — efficient, available and absolutely reliable. Without that kind of manager, Newark could soon be in as big a mess as other cities — maybe even bigger.

Except for the Great Depression, the last few years have been the toughest single period of financial trouble for America's towns and cities. Cleveland slid into default and even New York City was unable to pay its creditors.

As if the economy weren't bad enough, local governments have been put into spending straitjackets by their states. New Jersey adopted the "Cap" law, which restricted municipal spending to annual growth of 5%, far less than the rate of inflation.

Against this gloomy backdrop of fiscal woe, the record of Mayor Gibson's financial responsibility shines out. While towns after town dipped into bankruptcy, Gibson's Newark quietly and efficiently made the tough decisions necessary to stay solvent while providing

adequate municipal services.

While other public officials spouted off about "cutting the fat out of government," Gibson cut almost 2,000 positions from the local payroll. In 1982 the city has 32% less employees than in 1970. Because of the priority Gibson gives to public safety, more than 75% of the reduction has been in non-uniformed jobs.

The Mayor has also fought to hold down the cost of personnel. Despite binding arbitration proceedings for some unions, the city has negotiated tough contracts. Average salary increases have been less than 6% per year since 1978, far below the national average. Gibson even managed to increase the length of the work week for white-collar workers, to improve their productivity while lowering costs.

Municipal services have been individually studied to see where the private sector could be effective. Such services as data processing, street paving, refuse collection, law maintenance and building demolition were contracted through competitive bidding, with improvement in both cost and accomplishment.

In some cases, the city took over services. The best example is the Mayor's 1977 decision to drop outside insurance carriers in favor of self-insurance. This program has saved more than \$10 million already, and is almost self-maintaining.

The structure of the government has been reorganized, eliminating duplication and bottlenecks. Obsolete municipal facilities have been closed, and the government consolidated in fewer, more efficient and more convenient locations. The municipal vehicle fleet has been

reduced.

Perhaps more than any other mayor in the nation, Mayor Gibson has been in the forefront of the fight to bring more aid to urban centers. Through his efforts on Capitol Hill and in the White House with four different Presidents (three of them Republicans), he has led fights for virtually all of the major urban legislation since 1960, including General Revenue-Sharing, CETA, Community Development, housing assistance, the Local Public Works construction effort, numerous health and social programs.

Gibson has been equally aggressive in Trenton. Thanks to Gibson's efforts, New Jersey now sends funds to Newark through the Urban AM program, the Safe and Clean Neighborhood Act, state payments in lieu of taxes, aid for education, state revenue-sharing and the Municipal Payments Tax Assistance Act.

Gibson doesn't come home empty-handed. In 12 years he has brought \$1,000,000,000 — that's ONE BILLION DOLLARS — to Newark in federal and state aid. Newark has usually been near the top of cities collecting grants of every kind from Washington. For example, Newark is SECOND to New York City in funds for Urban Development Action Grants for economic development. Newark was one of only seven cities to receive funds for its High Impact Anti-Crime program.

Gibson has also been creative in reshaping the local tax base. He initiated taxes on payrolls and parking, so out-of-town commuters could bear their fair share of the municipal burden. More

recently, he has focused on user fees for municipal services, so services can support themselves without draining funds from taxpayers.

Just compare the Newark of 1970 and 1982. During that period, when adjusted for inflation, total municipal spending has dropped 18%. Taxes have increased less than 1% over the entire 12 years. When expressed in comparable dollars, property taxes fell by more than 55% since Ken Gibson took office. Through his efforts to obtain outside assistance, the Mayor has slashed the city's dependence on property taxes; they now underwrite less than one-seventh of the city budget.

Ken Gibson has reversed two other legacies of 1970. During the previous administration the estimated value of property in Newark dropped 9.3%; under Gibson the slide was stopped, and value rose by 29.8%. When Ken Gibson took office, he inherited a municipal treasury more than \$45 million in the red. The last five years Mayor Gibson has seen cash supplies averaging more than \$20 million a year.

Achievements on the fiscal front lines are merely glancing blows. They take long, hard work and attention to every detail of running the government. With Ken Gibson, there have been years of that work and dedication. His financial record stands as proof of his accomplishments.

Running a big city is a big job. You need more than the talents of a three-card monte dealer. You need experience, wisdom — and lots of integrity. So isn't Ken Gibson the sort of person you need to manage YOUR business — YOUR city government?

COMPARE THEIR RECORDS

RESPONSIBILITY -or- EXTRAVAGANCE!

SINCE 1970, MAYOR GIBSON HAS
REDUCED THE NUMBER OF
NON-UNIFORMED EMPLOYEES BY 42.3%
IN ORDER TO KEEP TAXES STABLE



DOWN 42.9%

1970

1982

UP 233.3%

SINCE 1970, MR. HARRIS
HAS INCREASED THE
NUMBER OF COUNCIL
EMPLOYEES BY 233%

1970

1982

During his twelve years as Mayor, Ken Gibson has proven that he has guts to act responsibly and make the tough decisions. The result has been a 32 percent reduction in the size of the municipal payroll, stable property taxes and the start of an economic renaissance. Gibson has sponsored innovations like the City's self-insurance program, intensified efforts for building demolition and housing construction and brought major developments like Gateway III and One Washington Plaza to downtown, all while reversing the trend of constant growth in local spending.

By contrast, Mr. Harris's record speaks only of fiscal irresponsibility and self-serving decisions. During his twelve years, he has increased spending for staff by an incredible 648 percent, increased the vehicle fleet by 800 percent and recently spent almost \$500,000.00 to decorate offices. In the process, he managed to give himself enough raises so that he now make more money than any other legislator in the state, including the state legislators. And that's for working part-time.

On Tuesday, June 15, the choice is yours. Vote for

GIBSON - The Responsible Mayor

VOTE A1 - JUNE 15, 1982 - VOTE A1

Gibson Campaign Committee, Camille Savoca, Treasurer
Labor Donated